ABSTRACT OF THE DISCLOSURE

An administrator interface for defining or configuring a market via matching engine and corresponding market generation system. The interface includes a first set of instructions that allow an administrator to name and select a market of a certain market type. A second set of instructions allows the administrator to define or configure an attribute of an entity to be transacted in terms of one or more values associated with the attribute. Various possible market types include competitive market, exchange market, barter, reverse auction, consignment store, and trading post. The second set of instructions includes a mechanism for selectively associating an attribute of a product or service to be transacted via the market with a descriptor variable. Another mechanism facilitates configuring properties of the descriptor variable and associates the descriptor variable with one or more importance values. The administrator-specified importance values may be default importance values or seller importance values. Another mechanism lets an administrator define the descriptor variable as being discrete or continuous and enables the selection of an evaluation method for evaluating the descriptor variable during market operation.

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